

6. THE CLAIMS

It is claimed:

1. A method implemented by one or more computers of compensating a consumer for providing information to a first company, the method comprising:
 - 5 receiving a request to create a license, the license granting the first company the right to sublicense the information, the license obligating the first company to provide the consumer with a percentage of the monies that the first company receives for sublicensing the information;
 - receiving the information;
 - 10 sublicensing the information to a second company; and providing the consumer with the percentage of the monies received for sublicensing the information to the second company.
2. The method of claim 1, wherein receiving the request to create a license includes
 - 15 receiving a request to create a license that obligates the first company to provide the consumer with 40% of the monies that the first company receives for sublicensing the information.
3. The method of claim 1, wherein receiving the request to create a license includes
 - 20 receiving a request to create a license that obligates the first company to provide the consumer with a first percentage of the monies that the first company receives for sublicensing the information if the consumer updates the information and a second

percentage of the monies that the first company receives for sublicensing the information if the consumer does not update the information.

4. The method of claim 1, wherein receiving the request to create a license includes
5 receiving a request to create a license that obligates the first company to provide the consumer with a first percentage of the monies that the first company receives for sublicensing the information if the consumer updates the information within a first period of time, and a second percentage of the monies that the first company receives for sublicensing the information if the consumer updates the information within a

10 second period of time, which is greater than the first period of time.

5. The method of claim 1, wherein receiving the request to create a license includes receiving a request to create a license that obligates the first company to obtain the consent of the consumer to sublicense the information to a second company.

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6. The method of claim 1, wherein receiving the request to create a license includes receiving a request to create a license that obligates the first company to obtain the consent of the consumer to sublicense the information to a second company if the second company is in a first industry sector but not if the second company is in a
20 second industry sector.

7. The method of claim 1, wherein receiving the information includes receiving one or more of the following: marital status; spouse's name; home address; home phone

number; business address; business phone number; email address; number of children; income level; employer name; and employment industry sector.

8. The method of claim 1, wherein receiving the information includes receiving the
5 information from a consumer computer via the Internet.
9. The method of claim 1, wherein receiving the information includes receiving the
information from a telephone.
10. The method of claim 1, wherein receiving the information includes receiving the
information from a handheld computer.
11. The method of claim 1, wherein receiving the information includes receiving an area
of interest provided by the consumer and then receiving information that is based
15 upon the area of interest provided by the consumer.
12. The method of claim 1, wherein receiving the information includes sending an email
to a computer that includes a hyperlink.
- 20 13. The method of claim 1, wherein the request to create a license is received before the
information is received.

14. The method of claim 1, wherein at least one term in the license is based upon the information.

15. The method of claim 1, wherein at least one term in the license is based upon the
5 information and wherein the request to create a license is received after the information is received.

16. The method of claim 1, wherein the request to create a license is received after the information is received.

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17. A method implemented by one or more computers of compensating a consumer for providing information to a first company, the method comprising:
receiving a request to create a license, the license granting the first company the right to sublicense the information, the license obligating the first company to provide the
15 consumer with a first percentage of the monies that the first company receives for sublicensing the information if the consumer updates the information within a certain time period and a second percentage of the monies that the first company receives for sublicensing the information if the consumer does not update the information within the certain time period;
20 receiving the information; sublicensing the information to a second company; and providing the consumer with either the first percentage or the second percentage of the monies received for sublicensing the information to the second company.

18. The method of claim 17, wherein receiving the request to create a license includes receiving a request to create a license that obligates the first company to obtain the consent of the consumer to sublicense the information to a second company.

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19. The method of claim 17, wherein receiving the request to create a license includes receiving a request to create a license that obligates the first company to obtain the consent of the consumer to sublicense the information to a second company if the second company is in a first industry sector but not if the second company is in a second industry sector.

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20. A method implemented by one or more computers of compensating a consumer for providing information to a first company, the method comprising:
receiving a request to create a license, the license granting the first company the right to
15 sublicense the information, the license obligating the first company to provide the consumer with a first amount if the consumer updates the information within a certain time period and a second amount if the consumer does not update the information within the certain time period;
receiving the information;
20 sublicensing the information to a second company; and
providing the consumer with either the first amount or the second amount.

21. The method of claim 20, wherein receiving the request to create a license includes receiving a request to create a license that obligates the first company to obtain the consent of the consumer to sublicense the information to a second company.

5 22. The method of claim 20, wherein receiving the request to create a license includes receiving a request to create a license that obligates the first company to obtain the consent of the consumer to sublicense the information to a second company if the second company is in a first industry sector but not if the second company is in a second industry sector.